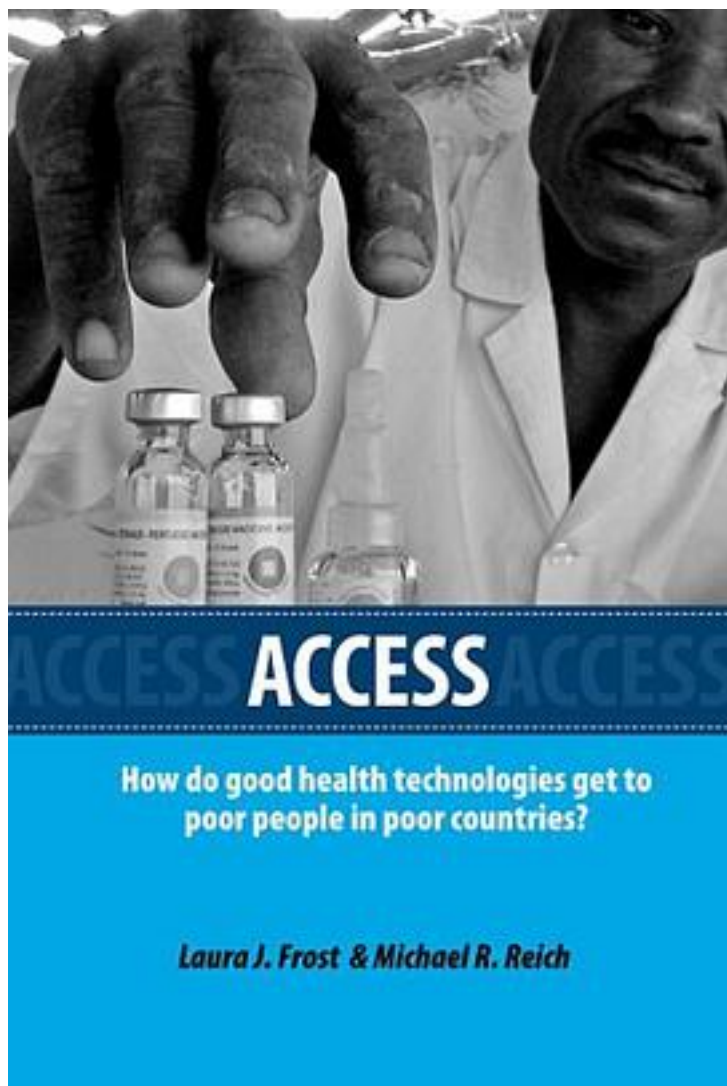


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出版者:Thomson Learning

出版时间:2004-12

装帧:Pap

isbn:9781401809881

This introduction to all sectors of the travel industry gives readers a sturdy foundation for all future travel studies. It reviews major travel brands that have become staple parts of the industry landscape, and it delves into the implications of Internet travel sales. The highly practical treatment of the material ensures that readers understand all the facts, insights and insider knowledge needed to succeed in the travel business. The author has taken an evergreen approach in writing this book, ensuring that its content will not become obsolete in a swiftly changing sales, service and marketing environment. The user-friendly format uses multiple headings, boldface and italicized items, bullet points, photos, sidebars and charts that reinforce learning. Finally, questions for consideration and entertaining, creative activities reinforce the material in each chapter.

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